

Figure 85. Extension of Israel Report, Table 16, for authorized advertiser buying tools on AdX including Google Ads and DV360, US (2022)

Advertiser buying tool	Spending (\$ millions)	Impressions (billions)	Ratio of DV360 spending to other buying tool spending	Ratio of DV360 impressions to other buying tool impressions	Ratio of Google Ads spending to other buying tool spending	Ratio of Google Ads impressions to other buying tool impressions
DV360	\$1,558.7	617.6	1.0	1.0	0.9	1.2
Google Ads	\$1,403.9	730.7	1.1	0.8	1.0	1.0
	\$213.7	45.7	7.3	13.5	6.6	16.0
	\$61.4	19.6	25.4	31.6	22.9	37.4
	\$46.6	41.4	33.5	14.9	30.1	17.7
	\$28.6	8.2	54.5	75.1	49.1	88.9
	\$16.0	8.2	97.2	75.1	87.5	88.9
	\$8.8	3.8	178.0	161.9	160.3	191.6
	\$8.1	4.7	192.0	131.1	172.9	155.1
	\$7.1	1.6	220.8	392.2	198.9	464.1
	\$7.0	0.7	224.0	888.8	201.8	1051.6
	\$6.8	1.9	230.6	322.9	207.7	382.1
	\$6.7	1.4	231.0	434.5	208.1	514.1
	\$6.4	4.6	244.4	135.0	220.1	159.7
	\$5.2	5.4	300.9	114.6	271.0	135.6
All others	\$53.6	56.7	29.1	10.9	26.2	12.9
All non-Google	\$475.9	203.9	3.3	3.0	3.0	3.6

Source: Backup materials for Israel Report, Table 16 (Google AdX/Open Bidding data (DOJ RFP 7)).

Note: Dr. Israel's data lists DV360 as an exchange, but it has been re-classified as a buying tool for the purposes of this analysis.